



The website that you have for your business needs to represent what your brand is all about. If you have an outdated website then you are essentially going to turn away customers as they'll not be interested in looking around your site. The good news is that there are plenty of ways that you can upgrade your business's website in 2020. Here, we are going to tell you some of these. Keep reading to find out more.

### **Avoid Obvious SEO**

When you were finding out more about marketing for your business, you might have heard that having lots of SEO-optimised content is the best way to go about things. This is very true but it is important that you are not being too obvious about the content that you are adding. Your visitors don't want to have to get past lots of keywords and content that doesn't really need to be there.

A good way to get around this is to move your content around on the page. Spread it out or put a chunk at the bottom. [NetBet UK](#) is an example of a site that does this well. You'll see all of the games and then you can scroll for SEO. Make sure to consider this.

### **Add Video Content**

If you are looking for new ways to upgrade your business's website in 2020, you should consider [adding some video content](#) . Stock images can get a bit boring and people tend to switch off if they see a lot of these. Try to create some unique content that showcase your brand. Add this video content to your homepage and don't forget to post about it on your social channels. With video content, your site will be massively upgraded.

## Live Chat

Our next tip for those who want to upgrade their business's website is to add a [live chat](#) support feature. Customers don't want to have to wait around for your customer service team to email them back, a live chat feature can improve this massively. When adding live chat, try not to make it intrusive as this can put some people off using it on your site.

## Introduce The Team

Our final is to make sure that you are showing off your team on your website. People respond well to a personal touch and so if you can introduce your team and have some photos on there, you can make a big difference. Consider adding a new page that details what everyone's role is. Of course, this is only possible for some kinds of businesses but it can work well.

## Conclusion

There are many ways that you can upgrade your business's website in 2020 so make sure to try out some of the ideas that we have given you in this article. Add some video content, improve your SEO strategy and don't forget that your visitors should always be your primary concern.